

## REMARKS

Claims 7-9 and 69-76 are pending. Claims 7-9 and 69-75 are amended.  
No new matter is added by the claim amendments.

### § 103 Rejections

According to the Office Action, Claims 7-9 and 69-76 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Shore (U.S. Patent Application Publication No. 2003/0149662) in view of Ali et al. ("Ali;" U.S. Patent No. 5,896,411), "Bluetooth Technology Set to Re-define the Personal Communications Market" ("Phillips") and "ASAP to Enable E-commerce Companies to Go WAP!" ("Business"). The Applicants have reviewed the cited references and respectfully submit that the embodiments of the present claimed invention recited in Claims 7-9 and 69-76 are not shown or suggested by the cited references, alone or in combination.

Specifically, Applicants respectfully submit that neither Shore nor Ali nor Phillips nor Business, nor any combination thereof, shows or suggests "a logic mechanism coupled to the computer and vendor device and configured to cause execution of a program to control a wireless mobile device's display functions to display the vendor device's display interface on the mobile device, the control occurring via the wireless transmission port of the computer and a compatible wireless transmission port on the wireless mobile device automatically in response to the wireless mobile device entering into transmission range of the computer's wireless transmission port, the vendor device's display interface comprising a listing of products offered through the vendor device" as recited in independent Claim 7 and as similarly recited in independent Claims 69 and 72.

Shore is primarily relied upon to teach the limitations cited above. However, Applicants respectfully submit that Shore, alone or in combination with the other references, does not teach that which it is relied upon as teaching. At best, Shore appears only to teach the use of a wireless device to make or effect a payment. In paragraph [0071], Shore describes using a personal digital assistant (PDA) to make a payment at a point of purchase (POP) terminal. However, neither that paragraph nor Shore in its entirety shows or suggests a system, method, or instruction to "display the vendor device's display interface on the mobile device, ... the vendor device's display interface comprising a listing of products offered through the vendor device" as recited in independent Claim 7 and as similarly recited in independent Claims 69 and 72.

Furthermore, starting at paragraph [0183], Shore describes an embodiment referred to as "Ticketdownload.com." In paragraph [0186] of Shore, with reference to block 401 of Figure 4, a merchant can display available tickets and prices. However, Shore does not appear to explicitly teach that the tickets and prices are displayed on a user's PDA. Shore only appears to teach that the PDA can be used to exchange data with a POP device, but Shore does not appear to explicitly teach that the exchanged data is displayed on the PDA.

However, regardless of whether or not Shore teaches displaying tickets and prices on a PDA, Shore quite clearly does not teach or suggest displaying such information automatically in response to a device entering into transmission range of a POP device. As understood by the Applicants, there is no teaching within Shore that the "Ticketdownload.com" Web site is automatically accessed

when Shore's PDA is brought within range of Shore's POP device, nor is there any teaching within Shore that products available from such a Web site are automatically displayed when the PDA is brought within range of the POP device. Accordingly, Applicants respectfully submit that Shore does not show or suggest a system, method, or instruction "to cause execution of a program to control a wireless mobile device's display functions to display the vendor device's display interface on the mobile device, ... the vendor device's display interface comprising a listing of products offered through the vendor device," "the control occurring ... automatically in response to the wireless mobile device entering into transmission range of the computer's wireless transmission port" as recited in independent Claim 7 and as similarly recited in independent Claims 69 and 72.

Thus, Applicants respectfully submit that Shore does not teach all of the features cited in independent Claims 7, 69, and 72. Furthermore, Applicants respectfully submit that Ali, Phillips, and Business do not show or suggest a modification of Shore that would remedy the deficiencies of Shore. Accordingly, Applicants respectfully submit that independent Claims 7, 69, and 72 traverse the basis for rejection under 35 U.S.C. § 103(a) and are allowable.

Each of the Claims 8 and 9 includes all of the features of independent Claim 7 plus additional features. Each of the Claims 70, 71, and 75 includes all of the features of independent Claim 69 plus additional features. Each of the Claims 73, 74, and 76 includes all of the features of independent Claim 72 plus additional features. Applicants respectfully submit that the cited references, alone or in combination, do not show or suggest the features of Claims 8, 9, 70, 71, and 73-76 in combination with the features of their respective base claim, and

also that Claims 8, 9, 70, 71, and 73-76 are in condition for allowance at least because they depend from an allowable claim.

In summary, the Applicants respectfully assert that the basis for rejecting Claims 7-9 and 69-76 under 35 U.S.C. § 103(a) is traversed.

Conclusions

In light of the above remarks, Applicants respectfully request reconsideration of the rejected claims. Based on the arguments presented above, Applicants respectfully assert that Claims 7-9 and 69-76 overcome the rejections of record and, therefore, Applicants respectfully solicit allowance of these claims.

The Examiner is invited to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of this application.

Please charge any fees or apply any credits to our PTO deposit account number: 50-4160.

Respectfully submitted,  
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Dated: July 12, 2010

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